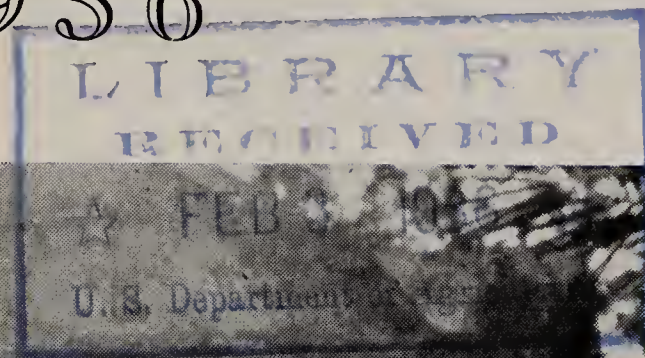


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DAHLIAS

1936



KAWEAH—16½ INCHES

Alice Meussdorffer
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA



GRACE DOUGLAS

IN presenting our 1936 Catalog, it affords us great pleasure to tell you of our fine New Introductions, which were so greatly admired this year, and of the fine record made all over the country by our this year's Introductions.

Two of our Introductions were placed on Honor Rolls—"GRACE DOUGLAS" on the American Home, and "ELIZABETH RETHBERG" on the Derrill Hart Roll. A photo of our fine exhibit at the Dahlia Society of California Show in San Francisco is shown in these pages. It attracted a great deal of attention and admiration.

The tall basket of "LAWRENCE TIBBETT" was an outstanding feature in the show, as were my other baskets: left first, 25 "ROSALIND KEEP"; 2nd large basket, "GRACE DOUGLAS," "ELIZABETH RETHBERG," and "KAWEAH"; the one at the extreme right was in shades of yellow, orange and kindred shades.

A First Prize was awarded on my two-year-old Seedling, "Frank Werner"; "Lawrence Tibbett" was awarded a First for the Best Dahlia of California Origin at the San Mateo Flower Festival; also a First was awarded for Best Collection of Pompon Dahlias, 9 Varieties, besides numerous other prizes. Our miniature "Luana" was awarded prizes at both shows we exhibited in. We are always interested in hearing how our dahlias grew for you. With best wishes for 1936,

Sincerely,

ALICE MEUSSDORFFER.

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IMPORTANT

The past two seasons my dahlias have been grown in New Jersey by my Eastern Grower, and they have been very fine. A good stock of my new Dahlias, as well as previous Introductions, is available for the 1936 Season for those who prefer Eastern-grown stock of California Dahlias. All Orders and Remittances must be sent to me, and we will at once notify our Eastern Grower to ship to you direct.

ORDER EARLY—Do not delay ordering until planting time, as many varieties will be sold out.

TERMS—Remittance must accompany each order. All orders are delivered carefully packed, by Insured Parcel Post or Express. We pay postage on all retail orders over \$2.00; if less than \$2.00, add 25c for postage. Dahlia Roots sent to cold climates before April 1st will be packed against freezing, but sent at Customer's Risk. Shipments made about April 1st unless otherwise specified.

WE GUARANTEE—All roots true to name and color, and to be in growing condition when received, after which our responsibility ceases. Please notify us at once if anything is unsatisfactory when received, or any root does not start to grow after being planted a reasonable time. No replacements unless roots are returned within 6 weeks after receiving.

WHOLESALE GROWERS entitled to one-third discount if identified by business stationery.

SALES TAX—ADD 3% to cover tax on all goods sold in California.

NAME AND ADDRESS—Please write name and address plainly.

ABBREVIATIONS—New Dahlia Classifications: F.D., Formal Decorative; I.D., Informal Decorative; S.C., Semi Cactus; Pom., Pompon; *California Origin.

OUR 1936 INTRODUCTIONS

GRACE DOUGLAS



GRACE DOUGLAS

American Home Dahlia of distinction. Outstanding Dahlia at New York Botanical Gardens. Informal Decorative. It is a luscious, clear pink color, deeper pink at high center of flower, shading lighter towards tips of petals when matured, about the color of the pink pearl rhododendron, very lovely; immense size and great depth; easily grown to 12 inches and more by 8 inches deep. The petals curl and twist, enhancing the beauty of the flower. The bushes are about 4 feet high, excellent growth and very good stems; a splendid keeper as a cut flower, a very prolific bloomer, and very popular.

Derrill Hart liked it particularly. He wrote me it was very fine at the Botanical Gardens, New York. Dr. Howe wrote: "It was outstanding there." From New Jersey, reports were fine, emphasizing its fine form and high centers, excellent bush growth and stems, and beautiful color and good keeping qualities.

ROOTS, \$15.00 NET

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SIERRA SUNRISE

Giant Formal Decorative. A brilliant, striking orange and gold Dahlia, which combines all the colors of a glorious sunrise, blended imperceptibly from yellow, gold, apricot, to a brilliant orange when matured. Immense size and great depth,

with extra strong, stiff stems, holding the blooms well up out of the strong growing bush, whose height is about 4 feet tall. It is a prolific bloomer, and greatly admired by all. First Prize Winner as a two-year-old Seedling. A spectacular Dahlia.

ROOTS, \$15.00 NET

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ELIZABETH RETHBERG



ELIZABETH RETHBERG

A Derrill Hart Dahlia Champion. Giant Informal Decorative. Winner of First Prize at the California Flower Festival, California's largest Flower Show, in 1933, as the Best two-year-old Seedling. First Prize Winner in 1935 at Ohio Valley Show at Cincinnati. It is a magnificent giant, flawless, exquisite clear pink Dahlia with great depth, which I have grown to 14 inches. It is so

full when matured that the petals entirely cover the stem at the back; it stands heat well, does not fade in spite of its exquisite coloring, and blooms continuously, holding its great blooms well up out of the tall bush on long strong stiff stems. A wonderful keeper on the bush or when cut. It is named for the beautiful, glorious, peerless world-renowned Grand Opera star of the Metropolitan Opera House of New York, who graciously allowed me to name it for her. It has proven itself worthy of the name as witness the following reports:

Derrill Hart says: "One of the outstanding Dahlias at the New York Botanical Gardens, and I believe the best Dahlia this Originator has sent to the East. The color is a clear pastel-pink, but rich and warm. The long wavy petals reach all the way back to the stem of the flower. The plant is a tall grower with the finely-formed blooms on long stems."

From Kentucky: "Elizabeth Rethberg was the favorite with visitors among your plants, unsurpassed canes and growth, a vigorous but refined grower, every bloom alike and of the finest quality, free from insects."

Took a blue at Ohio Valley Show at Cincinnati.

From New Jersey: "All visitors to my garden simply raved over the large beautiful blooms of Elizabeth Rethberg; they kept nearly two weeks on the bush and a full week when cut, in a vase." Another New Jersey grower wrote: "I certainly like Madame Rethberg; it surely was a fine dahlia; hope this dahlia is shown more; it stood up in all kinds of weather."

Our stock of it is unpropagated, therefore the best.

ROOTS, \$15.00 NET

Alice Gentle

Outstanding in the New York Botanical Gardens. A magnificent, striking, fiery, flaming, rich scarlet red Formal Decorative Dahlia of immense size and great depth. First Prize Winner as a two-year-old Seedling. The color is positively dazzling, it is so rich and bright.

Derrill Hart said Alice Gentle was really magnificent in his garden; he liked it very much on account of its fiery color; he wrote me of seeing a wonderful bush of it in full bloom in Bronx Park, N.Y., this year. A marvelous addition to a garden. My New Jersey grower of my dahlias wrote me: "Alice Gentle is surely one beautiful bright red; it attracted attention all the way across the garden; had fine ten-inch blooms of great depth on three and one-half foot stems, holding the flowers well above the foliage." This year he wrote that in spite of the bad season they had in the East, Alice Gentle was one of the few that was very fine with him. It was withdrawn last year; this is the first year of its Introduction.

ROOTS, \$10.00 NET

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Coleena Cooper

Semi-Cactus Dahlia. An unusually beautiful and lovely rich ruby red dahlia with a light violet or lilac reverse; the petals curl and twist, giving the effect of a light tip that is most attractive. Very large deep blooms with stiff wiry stems, holding the flowers well up and out of the medium tall bush. Foliage is lace-like and very attractive and pest-resisting; a prolific bloomer, wonderful keeper and very popular. Report from Kentucky where it was grown on trial, said: "Coleena Cooper—Big blooms and a lot of them; unusual formation and coloring; attracted a lot of attention. Long slender stems or canes of ramrod-like stiffness; never a flower with a bowed head during the season." This is the first year of its Introduction.

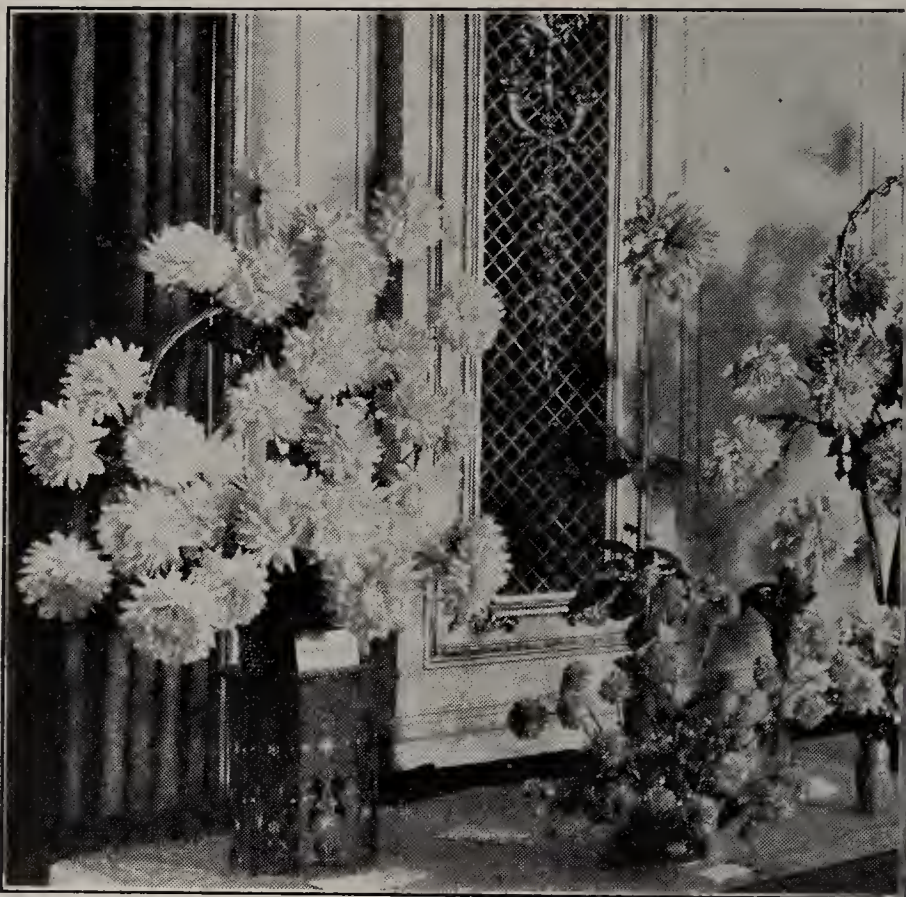
ROOTS, \$10.00 NET

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Lucia von Gontard

Formal Decorative. This large beautiful dahlia of unusually lovely coloring and great depth was selected by the beautiful and charming Baroness Gert von Gontard to be named for her, at the Dahlia Society of California Show in 1934. The color is a tea rose or creamy apricot ground, with a warm violet rose center, tips and reverse of petals violet rose, each petal edged by this lovely color, suffusing the entire flower with an indescribably lovely coloring. Stems are long and strong, holding the large blooms well up out of the tall bush, that blooms continuously, and has every good quality. This dahlia combined with the Lawrence Tibbett is ideal for vase or basket decoration. We withdrew it last year. This is the first year of its Introduction.

ROOTS, \$10.00 NET



ROSALIND KEEP

LUANA

GRACE
ELIZ.

OUR 1935 INTRODUCTIONS

SIRIUS

American Home Honor Roll. Informal Decorative. Named for the blue star. Hailed at the San Francisco Show as the long-awaited blue dahlia.

Described as grown in New Jersey: "Sirius is the nearest to a blue dahlia we have to date. Here it is a real bluish purple, with very little of the pink in it. An outstanding dahlia and we have nothing in any way similar here. A very prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing. It was very fine even in this bad season that we had in 1935."



SIRIUS

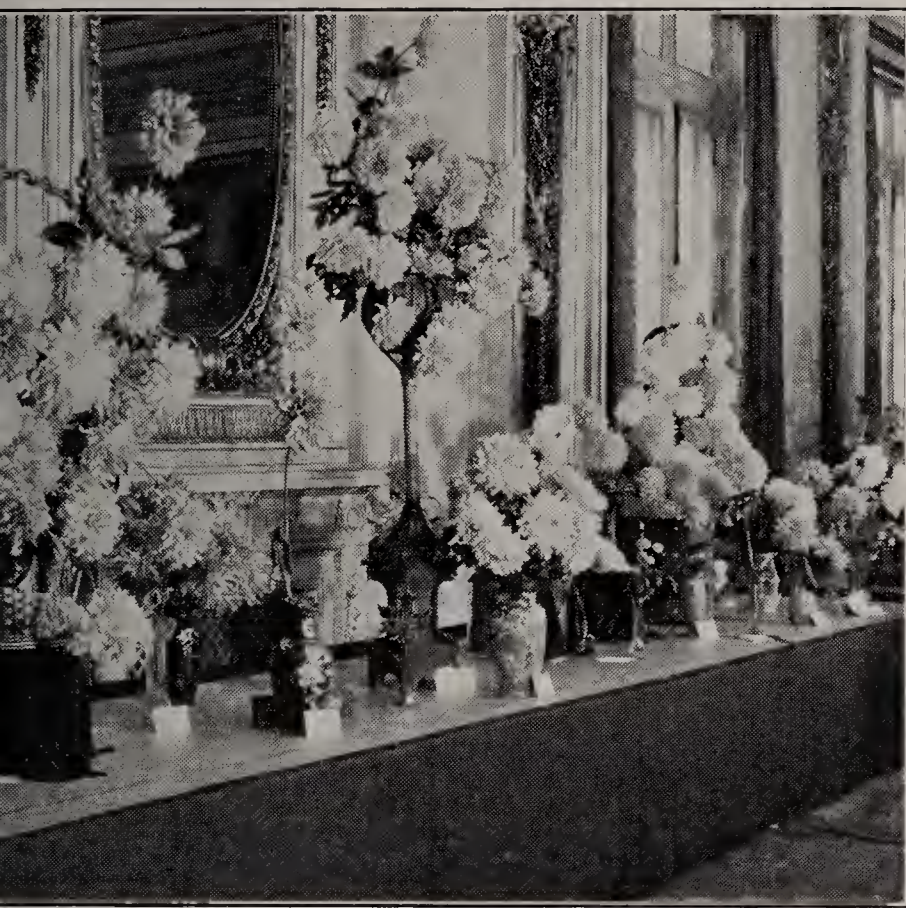
Described as grown in Kentucky: "Sirius merits its name, upright bush, five and one-half feet, covered from early in the season with uniformly good bloom. Bluish cast very noticeable."

Warwick Carpenter says of Sirius: "It does indeed turn in the direction of blue; it has purple, violet or blue in its composition, and is thus a most welcome addition to the range of dahlia colors, a welcome which it further justifies by other strong characteristics of size, shape and bearing."

Visitors to my garden invariably exclaimed: "A blue dahlia!"

Roots. \$10.00

DISPLAY IN SAN FRANCISCO OF CALIFORNIA SHOW



Basket

DOUGLAS KAWEAH
ETH RETHBERG

Tall Basket
LAWRENCE TIBBETT

LUANA

Prize winner whenever entered in competition. Informal Decorative Miniature. Considered the best miniature by experts. A new color, coral rose, unusually fine form and very popular. Blooms carried well above the foliage on long, straight, firm stems.

From Kentucky: "We liked Luana better than any other miniature as a cut flower we used this season. It bloomed freely and over a long period. Keeps well in water and on the bush. Good stem for a miniature and attractive foliage." Winner of two prizes this year.

ROOTS, \$2.50

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MISS VIVIAN

Informal Decorative Miniature. (Mack) Honor Roll. Pink with rather compact formation, tending to approach the ball type. Blooms well above the foliage on long stems.

ROOTS, \$2.50

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Our 1934 Introductions

LAWRENCE TIBBETT

Eastern and Western Honor Roll. Formal Decorative. This immense 10 to 14 inch dahlia of fine form and beautiful coloring was selected by the world-renowned singer, personally, to bear his name. The color is a warm glowing, clear pink peach. The large flowers are held erect on strong, straight stems, on



LAWRENCE TIBBETT

Show in the West this year, a First Prize was awarded on my basket of Twelve Lawrence Tibbett, for the Best Dahlia of California Origin. Fine unpropagated stock. ROOTS, \$5.00

BELLATRIX

This giant Informal Decorative is most attractive, and was well liked in the East. The color is yellow ground, with a rose center, petals splashed and tipped with rose. Very popular as a cut flower, an excellent keeper, and always greatly admired. The large flowers are held erect on long strong stems on tall bushes.

Report from Kentucky: "Bellatrix was an early and free bloomer, splendid habit of growth, long slender canes, stiff and holding flowers facing and upward."

Fine unpropagated stock.

ROOTS, \$5.00

Our Other INTRODUCTIONS

*ALICE MEUSSDORFFER—I.D. This large refined and exquisitely beautiful dahlia is universally admired in the East as well as the West. Dr. Howe, Director of the New York Botanical Gardens, wrote me of its great beauty, and how universally it was admired. One lady wrote me of seeing between 30 and 40 blooms on one bush there, and they were lovely. The color is a clear pinkish orchid, with a velvety

texture; flowers often measure 10 inches and over, and are held perfectly erect on a long, wiry, straight, stiff stem; very attractive lace-like foliage. The masses of blooms on the tall bushes are most attractive in the garden. ROOTS, \$2.50

*CAROLINE MEUSSDORFFER—F.D. This large dahlia of great beauty, depth and fine form, is named for my dear mother. The color is creamy yellow center, shading to a bronzy salmon pink to edge of flower; stems are long and strong, bushes tall and always full of flowers. ROOTS, \$1.00

*FLAMENCA—S.C. A large lovely cactus dahlia of a rich warm velvety peach color, with great depth, on tall bushes; stems are long and strong. ROOTS, \$1.00

*GLADYS YOUNG—I.D. Prize Winner for Best Yellow. Immense blooms and fine form; easily grown to 12 inches and more by 6 to 8 inches deep; very beautiful clear canary yellow blooms of great depth are common; stems are long and strong on tall bushes. ROOTS, \$2.50

*INGOMAR—S.C. This immense 10 to 12 inch rich red, shading to scarlet dahlia of fine form and erect carriage on strong, straight stiff stems, with great depth, is very attractive. Medium tall bush, a prolific bloomer. ROOTS, \$2.50

*JOHN MEUSSDORFFER—F.D. Honor Roll Dahlia. Prize Winner. Named for my father, a California pioneer, a great lover of flowers, who planned the beautiful grounds in which I raise my dahlias. A stunning large dahlia of a glorious, vivid scarlet; stems are straight and strong; in a warm climate, bush grows 5 feet tall, full of large flowers; considered the best red by many. ROOTS, \$1.00

*KAWEAH—Greatest Prize Winner for Largest Dahlia in Show since its Introduction, according to Morgan T. Riley in the September issue of *American Home*. He says:



KAWEAH

"Look here upon the dahlia that has won the prize for largest dahlia in show more times than any other dahlia. Since it first burst upon the shows in 1931 there is definite record that it has won twelve times for Largest Dahlia. In 1932 it was 16½ inches—largest grown in California. The originator has grown it to this size many times." Winner of First Prize and Sweepstakes in Chicago at the

Century of Progress Show in 1933 and 1934 for Largest Dahlia in Show. Honor Roll. Winner at Grand Rapids 1934. Excellent reports from Australia, Holland, Germany, Canada,

New Jersey, Connecticut, Ohio, Chicago, Seattle, and many other places where Kaweah has been grown to 15 inches. It was sent to Chicago by Air Express in 1933, arrived in perfect condition, and lasted four days in fine condition till the end of the Show. Grown in Chicago and exhibited and First Prize won by an amateur for Largest Flower at World's Fair in 1934.

Kaweah is named for one of our mountain peaks in the High Sierras of California. It has everything: huge size, splendid long, strong, straight stem; wonderfully rich color, fuchsia rose; rich, velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance, and splendid keeping qualities. First flowers have been 13½ to 16½ inches, with great depth; late flowers 10 to 12 inches. These tremendous blooms are held perfectly erect on very long, straight stiff stems, 18 to 24 inches to first lateral, requiring very little disbudding, one lateral being sufficient. As many as 4 and even 8 enormous blooms at one time on a bush. Experts say: "In a room full of dahlias, it arrests the eye by its size, shape and bearing." Exceptional prize-winning unpropagated stock. (Illustrated on Front Cover.)

ROOTS ONLY, \$2.50

*MAY DEARBORN SCHWAB—I.D. American Home Achievement Medal Winner. Honor Roll. Large beautiful dahlia of Chinese violet color. Tall bushes, long stems. \$1.00

*MOONBEAM — F.D. American Home Achievement Medal Winner, 1931. Honor Roll. Large primrose yellow of fine form, erect carriage, on a tall bush. ROOTS, \$2.50

*REYNOLD—F.D. A strikingly beautiful dahlia, strawberry red, splashed bright carmine, with cream reverse; long stems, and medium tall bushes. ROOTS, \$1.50

*ROSALIND KEEP—F.D. First Prize Winner for Best Basket of 25 Blooms in 1932 and 1933. An exquisitely beautiful flower of a pure shell-pink, with white center, and water-lily form. 10 inch blooms are common on long strong stems on strong bushes. Excellent cut flowers. ROOTS, \$2.50

*STEPHEN MATHER—I.D. Immense dahlia of unusual coloring and great strength. The color of this huge dahlia is a brown old rose, with violet reverse, long strong stems, with lace-like foliage. ROOTS, \$2.50

*TRISTAN—F.D. Immense rich, glowing, velvety red flower of fine form, is held erect on strong stiff stems, on sturdy bush, very attractive. ROOTS, \$1.00

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GOOD VARIETIES OF OTHER GROWERS

*AMBASSADOR—Straight Cactus. Large soft yellow and salmon, strong stiff stem. My stock is of the original \$50.00 Prize Winning Stock. Perfect centers. 75c

*AMUN RA—F.D. A stunning copper and orange dahlia with scarlet reverse. Stems are strong, long and stiff.

ROOTS, 50c

ANDREA ERICSON—I.D. Immense white dahlia of fine form, with long stiff stems; prolific grower and bloomer.

ROOTS, \$1.00

ANTARES—F.D. A very fine pure scarlet large red dahlia, strong long stiff stem, on fine bush.

ROOTS, \$3.00

ARELDA LLOYD—I.D. Golden Yellow. This fine dahlia is a yellow sport of Jane Cowl, having all its good qualities.

ROOTS, \$4.00

EDNA FERBER—S.C. One of the finest. Immense glistening coral, shading to old gold. Full flower.

\$.75

*ELINOR VANDERVEER—F.D. A magnificent large satiny rose pink dahlia, excellent keeper.

\$.50

HONOR BRIGHT—F.D. Large well formed peach red to light jasper red, with long stems, distinctive and insect resisting foliage, good keeper.

\$3.00

JANE COWL—I.D. Great Prize Winner. Large flower of buff, salmon and orange; very popular.

\$.50

*NEW GLORY—S.C. Striking rich ox-blood red, tips of petals white.

\$.75

*SNOW BALL—Ball. Pure white, very fine cut flower.

\$1.00

*SATAN—S.C. Immense scarlet, with yellow reverse; long strong stems on tall strong bush.

\$2.00

WILLIAM RATHGEBER—A beautiful rose scarlet, fine upright growing dahlia. Very fine.

\$2.50

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MINIATURE AND POMPON DAHLIAS

*LUANA—Miniature. The best, coral rose, long stems. \$2.50

LITTLE JEWEL—Dec. Min. Clear delicate pink, small. .35

*MISS VIVIAN—I.D. Min. Rose pink, good stem. 2.50

CORRONNE—Dec. Min. Fine white, resembling a gardenia. .50

*BANTAM—Pom. Best red for cutting, long stems. .35

*BOSSY—Light phlox purple, darker center, long stems. .35

DAISY—Salmon rose, long stems, very popular. .50

DARKEST OF ALL—Maroon, almost black. .75

DEEDEE—Small dainty, bluish lavender. .35

GIRLIE—Lilac pink, long stems. .35

*HELEN ANITA—Pink lavender, white center. .35

JOE FETTE—Pure white. .35

JOHNNY—Very dark red, small and perfect. .35

*LARRY—Golden amber, darker center, long stems. .35

LITTLE DAVID—Deep burnt orange, fine form. .35

*LORRAINE—Lovely amber, old rose center and tips, long stems, good bloomer, fine cut flower. .50

MARIETTA—Deep rosy crimson. .35

*MINNIE MELS—Orchid rose, tipped and flushed with deep orchid, with a deeper eye; long stems. .50

NELLIE FRASER—Light pink, edged with rose. .35

REGULUS—Cerise purple, small perfect form. .25

ROSEA—Bluish lilac, small and prolific. .50

TOMMY KEITH—Crimson, tipped white. .35

YELLOW GEM—Pure yellow, excellent for cutting. .25

FIRST PRIZE AWARDED FOR
BEST COLLECTION POMPONS

POMPON SEED—100, \$1.00

MINIATURE SEED—Package \$.25

HELPFUL HINTS ON GROWING DAHLIAS

Prepare the soil in the Fall or early Spring by spading 18 to 24 inches deep. Work in thoroughly well rotted manure, which restores the necessary properties and makes the soil mellow. Dahlias will grow in almost any kind of soil if properly planted and cultivated. Lighter soil requires more manure or humus-producing materials to hold the moisture. Heavy soil requires less fertilizer than light soil. In clay or adobe soil, mix well with sand or coal ashes well spaded in. Never plant when soil is wet and soggy; when possible plant in an open sunny location, at least 3 feet apart, out of reach of trees and shrubs. About two weeks before planting, scatter all over the ground a good potato fertilizer, composed of 2 per cent Nitrogen, 6 per cent Muriate of Potash, and 8 per cent of Phosphoric Acid together with an equal amount of bone meal; spade this in well. In light soil, plant tuber 6 inches deep; in heavy soil, 4 inches deep, covering at first with two inches of soil, filling in gradually as plant grows. Lay the root down flat, with eye or sprout up, surrounding it with sand or light soil, never letting any fertilizer come in contact with the root. Just as soon as the plants are up, keep the soil loose and mellow by hoeing once or twice a week; water slightly once or twice a week, especially in hot weather; do not let them dry out.

When the plants have set out three sets of leaves, pinch out the top, giving the plants a chance to branch. When the buds appear, stop all cultivation and give the plants a mulch of manure, leaves, grass clippings, etc., and around the base of each plant place a shovelful of well-rotted manure if possible. Keep all fertilizers away from the stalk, and the ground free from weeds.

When buds appear, soak the ground thoroughly about once a week or oftener. Watering is one of the most essential things in producing fine flowers. For extra large blooms, disbud by pinching off all buds in a cluster except the strongest one.

For cut flowers, pick in the evening or early morning; burn the ends of stem in any flame or dip in boiling water for a minute; put at once in deep cold water and put in a cool place free from draft until wanted; never allow the faded flowers to remain on the bushes, but cut them off with as much stem or stalk as possible. Dahlias will continue to bloom until a heavy frost kills the tops in the Fall. In a cold climate they should be dug shortly afterwards and stored in a dry frost-proof cellar, away from heat. Cover with dry soil or peat to keep them from shriveling; inverting them may keep them from rotting; it is advisable to look after them occasionally. Divide in the Spring after the eyes begin to show, being careful that each root has an eye.

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Member of the
AMERICAN DAHLIA SOCIETY

Member of the
DAHLIA SOCIETY OF CALIFORNIA